Google Drive – Restaurant Launch

You and your business partner have decided to enter into the hyper-competitive restaurant industry. You think that you’ve got a great concept for a restaurant and a killer menu to match. The only thing that you need to do now is put together a formal business plan and presentation to give to the bank in order to get the loan needed to start your restaurant.

# LEARNING OBJECTIVES

* Become comfortable using a variety of google drive applications
* Work collaboratively with another student
* Develop more confidence with presentations

# PROJECT OUTLINE

There will be multiple components for this project with the end result being a presentation to the class (“THE BANK”).

Part 1: RESTAURANT CONCEPT OUTLINE

Using Google Docs, you and your partner will create a two paragraph write-up outlining your unique idea for a restaurant business. You should include a description of what your theme is, your ideal location, what type of food you will serve, your price range, how much money you’ll need to open, and at least 3 other ideas that you feel are important for investors to know about your restaurant.

Part 2: MENU CREATION

Using Google Docs, you and your partner need to come up with the best menu that you possibly can for your business. Look at different examples of menus for similar restaurants online so that you can get some ideas. You should include a logo and name of your restaurant, different sections (example – drinks, appetizers, soups/salads, burgers, entrees, seafood, etc), prices, descriptions of the items, possibly pictures of the dishes, and a special icon denoting your favorites. Make it as visually appealing as you can!

Part 3: SALES PROJECTION

Using Google Sheets, you and your partner will create a mock sales projection for your first month of business. You’ll want to make your sheet look as professional and clean as possible so that it is easy for the bank to follow. You must include the following data for each day: Number of customers, total amount of sales, average sales per customer, value of food wasted, amount of wages paid, number of reservations, number of walk-in customers, ratio of walk-ins to reservations, and total expenses (wages + food cost + operating costs). Each column should have a total for the entire month. You will need to use formulas as often as possible instead of doing the calculations on your own. You will also need to include a chart showing sales each day and another chart showing reservations vs walk-ins.

Part 4: SALES PITCH

Using Google Slides, you and your partner will create a sales-pitch style presentation that you will give to the class. For your presentation imagine that you have gone to a bank and asked for a loan and they requested that you give them a formal presentation. You’ll want to talk about the different things you’ve planned above as well as showing how you plan to succeed as a business. Be sure to include a variety of good pictures, charts (maybe sales projections?), graphs and other useful visuals. Be enthusiastic in your presentation and hype up your restaurant. The bank won’t want to give money to a group that doesn’t seemed excited about their idea.

# Evaluation:

A formal rubric will be given for each respective part. The breakdown of marks will be as follows:

Part 1 - /10

Part 2 - /20

Part 3 - /15

Part 4 - /20

# DUE DATE:

Presentations for this project will begin on Wednesday March 3.